

DAFTAR PUSTAKA

- David Aaker, *Aaker on Branding, 20 principles that drives success*, diterjemahkan oleh Eta Sitepoe, Aaker on Branding, Branding menurut Aaker, PT. Gramedia Pustaka Utama, 2015.
- Drs. Danang Sunyoto, SH, SE, MM Perilaku Konsumen (Panduan Riset sederhana untuk menggali Konsumen), CAPS (*Center of academic Publishing Service*) Cet 1, 2013.
- Fandy tjiptono, branding & brand longevity di Indonesia, CV Andi Offset, 2014.
- Hawkins, Del I, Mothersbaugh, David L., *Consumer behavior Building Marketing Strategy, twelve edition*, Mc Graw Hill/Irwin, 2013.
- Heather Mansfield, *Social Media for Social Goods, a how to guide for non profits*, Mc graw Hill, 2012.
- Indrawati, Ph.d., Metode Penelitian untuk Manajemen dan Bisnis, Konvergensi Teknologi Komunikasi dan Informasi, Refika Aditama, 2015.
- Jeff Bray, http://eprints.bournemouth.ac.uk/10107/1/Consumer_Behaviour_Theory_-_Approaches_%26_Models.pdf, 2009.
- Kotler, P., Keller, K.L., (2016), *Marketing Management*, Edisi ke 15, *Global edition*, Pearson Education Inc.
- Kuzgun, E (2012), *Brand Loyalty's Impact on Customer Engagement in Virtual Brand Communities – by the case of Turkish Market*, *Copenhagen Business School*, diakses tanggal 23 Maret 2016, dari <http://studenttheses.cbs.dk>.
- Laurence Dessart, Cleopatra Veloutsou, Anna Morgan-Thomas, (2015) "Consumer engagement in online brand communities: a social media perspective", *Journal of Product & Brand Management*, Vol. 24 Issue: 1, pp.28-42, diakses tanggal 23 Agustus 2017, dari <http://www.emeraldinsight.com>.
- Leiser, M (2014), "Understanding brand's value : advancing brand equity tracking to brand equity management", *Handbook of Business Strategy*, Vol. 5 Iss 1 pp. 216-222, diakses tanggal 06 December 2015, dari <http://www.emeraldinsight.com>.
- Pearson, Stewart, *Building brands directly, creating bussines value from customer relationship*, 1996.

- PT. Telekomunikasi Indonesia, Tbk. (2015) *Kebutuhan Internet Naik, IndiHome Patok 3 Juta Pelanggan di 2015*, diakses tanggal 2 Maret 2016, dari www.Telkom.co.id.
- PT. Telekomunikasi Indonesia, Tbk. (2015) *Kepercayaan Pelanggan Wujudkan 1 Juta IndiHome*, diakses tanggal 6 Maret 2016, dari www.Telkom.co.id.
- Sasmita, Mohd Suki, (2015), "Young consumers' insights on brand equity", *International Journal of Retail & Distribution Management*, Vol. 43 Iss 3 pp. 276, diakses tanggal 06 December 2015, dari <http://www.emeraldinsight.com>.
- Simon Kemp, *Digital in 2016*, diakses tanggal 2 Maret 2016, dari <http://www.slideshare.net/wearesocialsg/digital-in-2016>.
- Strauss, J., Frost, R., (2014), *E-Marketing*, Edisi ke 7, *International edition*, Pearson Education Inc.
- Sugiyono, *Metode Penelitian Pendidikan, Pendekatan Kuantitatif, Kualitatif dan RD*, Alfabeta, 2015.
- Top Brand Award Result* 2014 Fase 1, 2015 Fase 1, 2016 Fase 2, diakses tanggal 28 Maret 2016 dan 09 Februari 2017, dari <http://www.topbrand-award.com/> .
- Uma Sekaran, *Research Methods for Business, Metodologi Penelitian untuk Bisnis*, Buku 2, Edisi 4, Salemba Empat, 2006.